

NUTRITION ENVIRONMENT MEASURES SURVEY (NEMS)
STORE MEASURES
YALE RUDD CENTER REVISIONS
SURVEY INSTRUCTIONS

These measures are designed to rate the nutrition environments of retail stores. We include all establishments that offer food products to purchase without exclusions (e.g., drug store, food marts at gas stations, stores requiring membership).

Instructions

The principle of these measures is to gather information on comparable items across stores and types of food, so when possible, rate items within the same brand or exactly as specified.

Layout

Most measures have a similar layout.

1. There are “healthier” and “regular” options listed. The healthier option is always listed first.
2. Bold thick lines divide foods if there are several of them on the list.
3. For the measures that have healthier and regular options, the preferred item, which is the item that you would ideally like to rate if it is available, is listed first. The preferred item is followed by alternate items that are in shaded grey boxes.
4. You do not need to fill in grey boxes if the preferred item is available. Only look at the grey boxes if you mark “Not available” for the preferred or first listed food item.
5. For the milk measure, there is a section titled “Reference Brand”. This refers to the brand name of the food items that will be rated.
6. There is a Measure Complete box at the top right of each page for you to mark when you have completed a measure.

Time

1. Complete grocery store measures between 9 am and 4 pm. This helps to ensure that items have been stocked for the day and are not sold out.
2. Complete convenience store measures before 4:30 pm or after 6 pm. This helps to ensure that you are not in the way during a busy time as these stores are small.

Availability

1. Before recording any information, first look for the preferred healthier item and the comparable regular item of the same brand.
2. If only one is available, look for the first healthier alternate listed to see if a comparison within the same brand is possible.
3. Once a comparable pair is identified, record the information. You may choose to include recording the information for the one item that is available, in addition to the alternate comparable pair information. If so, write in comments “no comparable pair”.
4. If a comparable pair cannot be found, record healthier and regular items that are as similar as possible.
 - ❖ If an item is sold out, write “sold out” in the Comments section and record any available information. Continue down the list until an item is available or the list has been exhausted.

Pricing

1. If the price is not available, ask an employee at the cash register or at customer service. Wait until all of the measures have been completed before asking the price of the items that are needed. There may be exceptions to this (i.e., you are in the produce section and there is no price shown but an employee is working there), so use your judgment.
2. Do not use a sale price unless it is the only price posted and write “sale price” in Comments.
3. Do not use a “members only” or “price with your card” unless it is the only price posted and write “member price” in Comments.

Preparation

Before you go to the store, fill in the following at the top of each page:

- ❖ Rater ID
- ❖ Store ID
- ❖ Date

Staple pages by store under the store cover page.

Cover Page

On the cover page, fill in the following:

- ❖ Type of store:

☐ Convenience store (store type ID = 1):

Establishments primarily engaged in the retail sale of a medium variety of canned goods, dairy products, prepackaged meats, and other grocery items in limited amounts.

☐ Grocery store (store type ID = 2):

Non-chain stores that sell food. These stores are often “mom and pop” grocery stores, bodegas, and older markets and typically have a greater supply of foods than convenience stores and mini-marts, but offer less availability of foods compared to supermarkets and chain grocery stores.

☐ Food mart (store type ID = 3):

They are similar to convenience stores in terms of the size and variety of items they sell, but they are associated with a gas station.

☐ Drug store (store type ID = 4):

A food section at CVS, Walgreen, Rite Aid and other drug stores.

☐ Chain/supermarket (store type ID = 5):

Chain grocery stores like Shaws, Stop & Shop, Wal-Mart, C-Town, Sam’s

- ❖ Type of store:

Note if the store is

Ethnic store (e.g., a Chinese grocery store that is clearly identified as the store selling specialized ethnic food, or a Health food store (specialized food store selling primarily natural & organic food)

- ❖ Start time (when you enter the store)
- ❖ End time (when you have finished the measures and reviewed them for completeness)
- ❖ Number of cash registers in the store (including any at the pharmacy or customer service). Each checkout register should be counted, even if a clerk is not there at the time of your visit. Mark down the number of cash registers as “1”, “2”, “3+”
- ❖ WIC store certification
- ❖ Food Stamp store certification
- ❖ Access to public transportation (bus route)

- ❖ Store parking
- ❖ Language spoken by cashier
- ❖ Cleanliness of store premises.

General Completion Tips

Remember to follow the tips below to decrease the data cleaning time later.

1. Write legibly.
2. Check your work.
3. Use the correct line/bubble.
4. Write your comments and notes on the lines provided.
5. Do not cross through any individual items or sections.
6. Erase any stray marks you make.
7. Round numbers to the closest whole digit, e.g. write down 10 oz for 9.75 oz.
8. Check instructions to ensure that you follow the protocol.

Measure #1: MILK

Milk Definitions

- a. Low-fat milk – skim/fat-free and 1%
- b. Reduced fat milk – 2%
- c. Whole milk – full fat (3.25%)

Measurement Procedures

- Find the milk aisle in the store.
- Look for the store brand as it is the preferred brand. If available, mark “yes”.

Store brand (preferred)	<input type="radio"/> Yes <input type="radio"/> No
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- If there is no store brand, mark “no” and look for the brand with the most shelf space. If there is equal shelf space for different brands, select the cheapest brand on average. Write the name of the brand in the space provided.

Alternate Brand Name:	<div style="display: flex; justify-content: space-around;"> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> <div style="border: 1px solid black; width: 20px; height: 20px;"></div> </div>
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- Using the reference brand, look for low-fat milk (skim or 1%). If available, mark “yes” and ignore the grey section for 2% milk.
- If low-fat milk is not available, mark “no” and look for 2% milk. Mark if it is available.
- Shelf space: Complete only if low-fat milk is available. Count and record the number of columns of each requested milk item (pint of skim, quart of skim, etc.) only for the reference brand. Count only columns that have (any) milk there, but not empty slots where it may need to be restocked. If there are none of a particular item, write “0” in the box.

Shelf space:

Type	Pint	Quart	Half gallon	Gallon
a. Skim	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
b. 1%	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>
c. Whole	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>	<div style="border: 1px solid black; width: 20px; height: 20px;"></div>

- Record the price of a quart and a half-gallon of whole milk of the reference brand.
 - ❖ If the reference brand does not have milk available in the quart or half-gallon size, select another brand similar in price and write its name in comments.
- Continuing to use the reference brand, record the price of a quart and a half-gallon of the lowest fat milk available (meaning choose skim milk first; if not available, choose 1%).
- If there is no low-fat milk available, record the price of a quart and a half-gallon of 2% of the reference brand milk.

Measure #2: CHEESE

Cheese Definitions:

- a. Reduced fat cheese cheddar
- b. Regular cheese cheddar

Measurement Procedures

Item	Not available	Price/lb.	Comments
Healthier option:			
1. Reduced fat cheddar	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	_____
saturated fat grams per serving	<input type="text"/> <input type="text"/>		

1. Use cheddar cheese in block. If it is not available, use American cheese or Mozzarella cheese in block and write down the type of cheese in Comments.
2. Do not use organic, fancy, foreign-made cheeses.
3. For the healthier option, locate the reduced fat cheddar. Choose the preferred item if available. If it is not available, mark down “Not available” and select an alternate item from the grey section. If it’s not available either, select the cheapest reduced fat cheddar.
 - ❖ Write down grams of saturated fat per serving for reduced fat cheese in the provided box.
4. Record the **price per lb** listed and **not** the actual price of the package of cheese (i.e., the label should have a price/lb and price. Record the price/lb.).
5. For the regular option, locate the regular cheese cheddar (in blocks). Repeat steps 2-4.

Measure #3: FRUIT

Measurement Procedures

Produce Item	Not available	Price	#	Unit pc lb	Quality A B C	Comments
1. Bananas	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	<input type="text"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>	

1. Look for the fruit listed. If it is not available, mark down the bubble “Not available”. If there is a line below it for an alternate item, look for the cheapest similar alternate. If available, write it down it. For example, if there are no Red delicious apples and Gala apples are the cheapest alternate, write “Gala” on the line below “Red delicious”.
 - ❖ **Always try to record the price per 1 pound if there is an option. Always choose the pound to price rather than per piece if possible.**
2. If the item is sold out, write “Sold out” in comments and record the available information.
 - ❖ If the fruit is only available as pre-sliced and in a container, still consider it to be available and write “Pre-cut in container” and any size information in comments.
 - ❖ If the fruit is available but mixed with other fruit in a container, mark “Not available”.
3. Record the regular **price** of the fruit. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label (i.e., add the sales price and the “you save” price) and record it. If the regular price cannot to be calculated, record the sale price.
4. Write the **quantity (#)** of the fruit that is listed **for the price**. For example, if the sign says 2 for \$1.00, write “2” for the quantity. If the sign says 3 lbs for 99¢, write “3” for the quantity.
 - ❖ If the fruit is not loose but packaged (e.g., pint or container), count the quantity as “1” and write the quantity of the package in comments.
5. Indicate if the price of the fruit is calculated by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for \$1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
 - ❖ If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note under comments.
6. Record the **quality** of the item by marking “A” for “Excellent”, “B” for “Good/satisfactory” and “C” for “Unacceptable/poor” quality of produce.
 - ❖ Excellent = peak condition, top quality, good color, fresh, firm and clean
 - ❖ Good/satisfactory = good condition, relatively fresh looking, minor defects (e.g. several bruises, several dark spots on the fruit skin), overall acceptable but not perfect quality
 - ❖ Unacceptable/poor = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
 - ❖ The **rating** is based on the **majority (>50%) of fruits**. If one piece is of poor quality but the majority of fruits look good or excellent, write down “good”.
7. After completing the information for 10 fruit items, count the number that is available and record the total.

Measure #4: VEGETABLES

Measurement Procedures

Produce Item	Not available	Price	#	Unit pc lb	Quality A B C	Comments
1. Carrots <input type="radio"/> 1 lb bag	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	<input type="text"/>	<input type="radio"/> <input type="radio"/>	<input type="radio"/> <input type="radio"/> <input type="radio"/>	_____
<input type="radio"/> _____						_____

1. If the first listed item is not available and there is a line below it for an alternate item, look for it. If For example, if there are no 1 lb bags of whole carrots but there are 2 lb bags, write “2 lb bag” on the line below “1 lb bag”.
 - ❖ For carrots, look for whole carrots. Only select baby or precut carrots as a last resort and make a note in comments.
 - ❖ For tomatoes, look for the least expensive loose tomatoes (regular size) first. If not available, look for tomatoes packaged. Choose tomatoes on the vine or cherry tomatoes as a last resort and make a note in comments.
2. If the vegetable or alternate is not available, mark “Not available”. If the item is sold out, write “Sold out” in comments and record the available information (i.e., price if listed).
3. Record the **regular price** of the vegetable. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price and note it in comments.
 - ❖ If the vegetable is not specifically listed as packaged (e.g., corn or celery) but is sold as packaged or loose, record the price of the one that is cheapest.
4. Write the **quantity (#)** of the item that is listed **for the price**. For example, if the sign says 2 for \$1.00, write “2” for the quantity. If the sign says 3 lbs for 99¢, write “3” for the quantity.
 - ❖ If the item is sold by the package (e.g., corn), count the quantity as “1” and write the number of the item included in the package in comments (e.g., 3 in package).
 - ❖ **Always try to record the price per 1 pound if there is an option. Always choose the pound to price rather than per piece if possible.**
5. Indicate if the price of the item is by the piece or pound by marking “pc” or “lb”. For example, if the sign says 2 for \$1.00, mark “pc” for piece. If the sign says 3 lbs for 99¢, mark “lb” for pound.
 - ❖ If packaging is other than pc/lb (e.g., per pint or bunch), mark “pc” and note in comments.
 - ❖ If an item is packaged and its size is listed in pounds or equal to a pound, mark “lb” for pound.
6. Record the **quality** of the item by marking “A” for “Excellent”, “B” for “Good/satisfactory” and “C” for “Unacceptable/poor” quality of produce.
 - ❖ Excellent = peak condition, top quality, good color, fresh, firm and clean
 - ❖ Good/satisfactory = good condition, relatively fresh looking, minor defects (e.g. several bruises, several dark spots on the vegetable skin), overall acceptable but not perfect quality
 - ❖ Unacceptable/poor = bruised, old looking, mushy, dry, overripe, dark sunken spots in irregular patches or cracked or broken surfaces, signs of shriveling, mold or excessive softening
 - ❖ The **rating** is based on the **majority (>50%) of fruits**. If one piece is of poor quality but the majority of fruits look good or excellent, write down “good”.
7. After completing the information for the 10 vegetable items, count the number of vegetables available and record the total.

Measure #5: FROZEN & CANNED VEGETABLES

Measurement Procedures

Produce Item Comments	Not available	Price	#oz/package	Comments
1. Peas	○	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	<input type="text"/> <input type="text"/>	_____

1. Please select frozen vegetables without sauce & try to have regular cut vegetables. Note in Comments if different. For canned vegetables, use regular no-sauce canned veggies.
2. Look for the preferred item. If not available, mark “Not available” and move to an alternate item. If it’s not available too, mark “Not available” and find the cheapest alternative in the same category (type of veggie and package/can size).
3. Write down the package/can size in ounces (# in oz). For canned vegetables, select 14.5-oz cans if available. For frozen vegetables, select 16-oz (or 1-lb) package if available.
4. Record the regular price of the frozen/canned vegetable. If it is on sale and the regular price is not posted, see if it can be calculated based on the sale price label and record it. If the regular price cannot to be calculated based on the sale price label, just record the sale price and note it in comments.

Measure #6: MEAT

Ground Beef Definitions:

- c. Lean ground beef: $\geq 90\%$ lean, $\leq 10\%$ fat
- d. Standard ground beef: 80% lean, 20% fat

Measurement Procedures

Item	Not available	Price/lb.	Comments
Healthier option:			
1. Lean ground beef, 90%lean, 10% fat (Ground Sirloin)	<input type="radio"/>	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	_____

- Find the fresh meat case in the store. If the store does not sell prepackaged meat, go to the butcher's case to look for ground beef.
- Identify the brand of ground beef that occupies the most shelf space and for which there are both lean and regular options. Note that lean ground beef may be labeled "ground sirloin", but the label should indicate the % fat.
- For the healthier option, locate the lean ground beef with 10% fat. Choose the package of lean ground beef closest to one pound. Record the price per lb listed and not the actual price of the package of meat (i.e., the label should have a price/lb and price).
- In general, if only organic beef is available, look for an alternate. However, if alternates are not labeled for % fat, go with the organic and write "organic" in comments.
- If no lean ground beef with 10 % fat is available, mark "Not available" and look for lean ground beef with $<10\%$ fat. If available, record the price per lb listed.
- For the regular option, locate the standard ground beef with 20% fat. Repeat steps 3-4.
- Repeat steps 2-6 for chicken. Select the preferred items and brands if available. If the first listed item is not available, mark "Not available" and continue with alternate items.

Measure #7: MEAT ALTERNATIVES

Measurement Procedures

Item	Not available	Price/can	Comments
Canned Tuna Healthier Op Bumble Bee tuna solid white albacore In water, 6-oz can	○	\$ <input style="width: 20px;" type="text"/> . <input style="width: 20px;" type="text"/> <input style="width: 20px;" type="text"/>	<div style="border-bottom: 1px solid black; width: 100%;"></div> <div style="border-bottom: 1px solid black; width: 100%;"></div>

1. Please select 6-oz can of tuna. If 6-oz cans of tuna are not available, select next closest in size and note the can size in Comments.
2. Select white solid albacore in water and white solid albacore in oil. If both items are not available and chunk light tuna is available in water and in oil, select chunk light and note the type of tuna in Comments.
3. If possible, select the same brand for a healthier and regular option. If not available, note differences in brands in Comments.
4. Use the preferred brand if available. Otherwise continue with an alternate of available canned items. Select the cheapest alternate item if neither of the suggested brands is available. Write down the brand in "Other".
5. Write down regular price per can. If the price is indicated per pack of cans, calculate the price per can.
6. For beans, select 15.5 oz cans if available. If this size is not available, select next closest in size and note the can size in Comments.
7. Repeat steps 3-5 for beans.
8. For refried canned beans, check for the can label to include lard as one of the ingredients. If not available, note in Comments.

Measure # 8-CS: BEVERAGE—CONVENIENCE STORES

Beverage Definitions

- a. Diet soda - 0 kcal
- b. Sugared soda – Regular
- c. 100% juice – Natural fruit juice with no added sugars. Container must say 100% fruit juice on label.
- d. Juice drink – Fruit juice with added sugar and water
- e. Bottled water – Any plain water without any additives, like flavor, vitamins, etc.

Measurement Procedures

Soda	Not available	Price	Comments
Healthier option:			
Diet Coke	12 oz. ○	\$□.□□	_____
	20 oz. ○	\$□.□□	_____

For Soda:

- Find the chilled beverage section in the store.
- For the healthier option, locate the 12 oz can and 20 oz bottle of Diet Coca Cola (Diet Coke). If the 12 oz can or 20 oz bottle is not available, mark “Not available” and look for an alternate brand of diet soda. Choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write in the brand name and record the price.
- For the regular option, look for same brand and size of sugared soda to compare.

For Juice:

- For the healthier option, look for a 15.2 oz bottle of Tropicana 100% juice first, then Minute Maid, then Other. If available, record the price.
- If no 15.2 oz bottle of 100% juice is available, mark “Not available” for 15.2 oz juice items and determine if a 14 oz. (or 12 oz) bottle of Minute Maid or Tropicana or Other 100% juice is available. If available, write down the brand under “Other”, note the size in “___oz” “and record the price.
- For juice drink, look for the same brand and size as of juice to compare. If the same brand is not available, choose the closest comparable option in size and price.

For Bottled Water:

- Repeat steps 1-2 from Juice for Poland Spring 16.9 oz bottled water. If this preferred item is not available, write down the brand under “Other”, note the size in “___oz” “and record the price.

Measure # 8-GS: BEVERAGE – GROCERY STORES

Beverage Definitions:

- a. Diet soda - 0 kcal
- b. Sugared soda – Regular soda
- c. 100% juice – Natural fruit juice with no added sugars. Container must say 100% fruit juice on label.
- d. Juice drink – Fruit juice with added sugar and water
- e. Bottled water – Any plain water without any additives, like flavor, vitamins, etc

Measurement Procedures

Soda	Available size	Not available	Price	Comments
Healthier option:				
Diet Coke	12 pack 12 oz..	○	\$ <input type="text"/> . <input type="text"/> <input type="text"/>	_____

For Soda:

1. Find the beverage aisle of the store.
2. For the healthier option, locate the 12 pack (12 oz cans) of Diet Coca Cola (Diet Coke). If available, record the price. If the 12 pack is not available, mark “Not available” and then locate the 6 pack of Diet Coke and record the price.
3. If the 6 pack of Diet Coke is not available, mark “Not available” and look for an alternate brand of diet soda. Choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write in the name of the alternate brand of diet soda and record the price.
4. If a 12 pack of the alternate brand of diet soda is not available, mark “no” and then write in the name of the alternate brand of diet soda and record the price.
5. For the regular option, look for same brand and size of sugared soda to compare.

For Juice:

1. Find the refrigerated juice section in the store.
2. For the healthier option, locate the half gallon size (64 oz) of Tropicana 100% juice. If available, record the price. If not available, note it in “Not available” and look for the half gallon size of Minute Maid 100% juice. If available, record the price.
3. If either Minute Maid is also not available, mark “not available” and choose the brand with the most shelf space. If there are brands with equal shelf space, choose the brand with the name closest to the beginning of the alphabet. Write the brand name and record the price.
4. For the juice drink, look for the same brand as of juice to compare. If the same brand is not available, choose a comparable option in size and price.

For Bottled Water:

5. Repeat steps 2-3 from Juice for 6-pack Poland Spring 16.9 oz bottled water. If this item is not available, write down the brand under “Other”, note the size in “___oz” “and record the price.

Measure #9: BREAD

Bread Definitions

- a. Healthier: 100% whole wheat and whole grain bread
- b. Regular: Bread made with refined flour

Measurement Procedures

Item	Not available	Loaf size (oz)	Price/loaf	Comments
Healthier option:				
Pepperidge Farm Natural Bread	<input type="radio"/>	<input style="width: 40px; border: 1px solid black;" type="text"/>	\$ <input style="width: 40px; border: 1px solid black;" type="text"/> . <input style="width: 40px; border: 1px solid black;" type="text"/>	<input style="width: 150px;" type="text"/>
100% Whole Wheat Bread				

1. Select 1-lb loaf and use the same brand for white and whole wheat bread if possible.
2. For the healthier option, locate Pepperidge 100% Whole Wheat Bread and note the loaf size in ounces and price per loaf. If the size is not a whole number, round up or down accordingly (e.g., if it is 22 1/8, then write 22).
3. If the preferred item is not available, mark down “Not available”, select Freihofer’s 100% whole wheat bread and mark down the loaf size and price per loaf.
4. If Freihofer’s 100% whole wheat is not available, mark “Not available” and choose the cheapest brand of whole wheat bread. Write its name, size in ounces and price per loaf.
5. Count and record the number of varieties of 100% whole wheat bread and whole grain bread, which includes both different brands and types (100% whole wheat, 100% honey whole wheat, etc.), but does not include different sizes of the same bread.

of varieties of 100% whole wheat bread <input type="radio"/> 0 <input type="radio"/> 1 <input type="radio"/> 2 <input type="radio"/> 3+ and whole grain (all brands)

6. Repeat steps 2-6 for the comparable regular option of white bread, looking for the same brand that was available for the healthier option if possible. If the same brand is not available for the regular option, choose a comparable option in size and price.

Measure #10: GRAINS

Bread Definitions

- c. Healthier: Brown rice and whole grain pasta
- d. Regular: White rice and regular pasta made with refined flour

Measurement Procedures

Item	Not available	Pckg size (oz)	Price/pckg	Comments
Healthier option:				
Uncle Ben's brown whole grain rice	○	□□	\$□.□□	_____

1. Select 1-lb package of grains if available and use the same brand for brown and white rice or whole grain and regular pasta if possible.
2. For the healthier option of rice, locate Uncle Ben's brown rice whole grain and note the package size in ounces and price per package. If the size is not a whole number, round up or down accordingly (e.g., if it is 22 ¹/₈, then write 22).
3. If the preferred item of brown rice is not available, mark down "Not available", select Carolina rice brown long grain and mark down the package size and price per package.
4. If Carolina brown rice is not available, mark "Not available" and choose the cheapest brand of brown rice. Write its name, size in oz and price per loaf.
5. Repeat steps 2-4 for the comparable regular option of white rice, looking for the same brand that was available for the healthier option if possible. If the same brand is not available for the regular option, choose a comparable option in package size and price.
6. Repeat steps 2-5 for whole grain and regular spaghetti.

Measure #11: CEREAL

Cereal Definition

Healthier: < 7g sugar per serving

Measurement Procedures

Item	Not available	Size (oz)	Price	Comments
Healthier Option:				
Cheerios (Plain)	<input type="radio"/>	<input style="width: 40px; border: 1px solid black;" type="text"/>	\$ <input style="width: 40px; border: 1px solid black;" type="text"/> . <input style="width: 40px; border: 1px solid black;" type="text"/>	<input style="width: 150px;" type="text"/>

1. Look for plain Cheerios. If plain Cheerios is not available, mark “Not available”.
2. Record the **smallest size** box of Cheerios available in ounces listed on the bottom front of the box. If the size is not a whole number, round up or down accordingly (e.g., if it is 22 1/8, then write “22”). Record the price.
3. If plain Cheerios is not available, look for an alternate Corn Flakes that qualifies as a healthier cereal (<7 g sugar per serving). If available, record the size and price of Corn Flakes package. If Corn Flakes is also unavailable, look for any other healthier alternative. Examples of other cereals that have <7 g of sugar per serving include Multigrain Cheerios, Special K, Total Whole Wheat, Rice Krispies. If any of these cereals is available, choose the cheapest brand and write down the name, size and price.
4. Count and record the **number of varieties** of healthier cereal (<7 g sugar per serving). Count across brands and types of cereal, but not box sizes.

# of varieties of healthier cereal	<input type="radio"/> 0	<input type="radio"/> 1	<input type="radio"/> 2	<input type="radio"/> 3+
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Regular Option:				
Cheerios Honey Nut	<input type="radio"/>	<input style="width: 40px; border: 1px solid black;" type="text"/>	\$ <input style="width: 40px; border: 1px solid black;" type="text"/> . <input style="width: 40px; border: 1px solid black;" type="text"/>	<input style="width: 150px;" type="text"/>

5. Select approximately the same size of package for a healthier and regular cereal. Use the same brand if possible.
6. Look for a flavored Cheerios cereal Honey Nut. If available, record the size in ounces. If multiple sizes are available, record the smallest. Record the price.
7. If a Honey Nut Cheerios is not available, look for an alternate Froot Loops that qualifies (≥ 7 g sugar per serving). If not available, mark down “Not available” and look for alternatives of sugary cereal such as Frosted, Berry Burst, Yogurt Burst. Write its name, size and price.
8. For oatmeal, locate plain unflavored oatmeal and list the package size and price for a preferred item (Quaker Quick Oats). If not available, mark “Not available” and locate an alternative.

Measure #12: CHIPS

Chips Definitions

- a. Healthier items:
 - i. Fat-free = 0 g fat/serving
 - ii. Low-fat = ≤ 3 g fat/ per 1 oz. serving
- b. Regular items: > 3 g fat/ per 1 oz. serving

Measurement Procedures

Item	Not available	Size (oz)	Price	Comments
Healthier option:				
Baked Lays Potato Chips	<input type="radio"/>	<input style="width: 30px;" type="text"/>	\$ <input style="width: 30px;" type="text"/> <input style="width: 30px;" type="text"/>	<hr style="border: 0; border-top: 1px solid black; width: 100%;"/>

1. For grocery stores, go to the MAIN chips/snacks aisle. For convenience stores, find where the smallest size packages of chips are located.
2. For the healthier option, locate Baked Lays® Potato Chips and mark the smallest size that is available (Do not choose chips that come in multi-packs). Write down the size of the package.
3. If Baked Lays® are not available, mark “not available” and look for an alternate chips item that has ≤ 3 g fat per one ounce serving (Baked Doritos does not meet this criteria; however, if no other baked chips are available, look for the fat-free potato chips made with Olestra). Write the name for “Other” if an alternate is not available and you found an alternative.
4. Record the price of the Baked Lays® or the alternate item.
5. Repeat steps 2-4 for the comparable regular option, looking for the same brand and approximately the same size that was available for the healthier option.